

# Oracle Sales Cloud Sales Predictor



## KEY FEATURES

- Build predictive models
- Set up prediction rules based on business or tribal knowledge not inherent in the data
- Analyze the performance of prediction models with leads adoption and attribute correlation reports
- Retrain models as the underlying data changes
- Simulate recommendations before generating leads

## KEY BENEFITS

- Understand customer purchase patterns
- Target the right products to the right customers
- Review which products have the highest chance of a sale
- Identify the reasons why customers are or are not buying your products
- Refine campaigns based on closed-loop predictive analytics

Sales Predictor enables organizations to improve sales performance and maximize the likelihood that a customer will buy. With sophisticated predictive modeling and customizable sales prediction rules, Sales Predictor turns historical customer purchase data into product recommendations that sales reps can use to focus their sales efforts. Using product recommendations from Sales Predictor, Oracle Sales Cloud's White Space Analysis report helps sales reps easily see cross-sell and up-sell opportunities and focus on the accounts with the highest revenue potential.

## Enhance your Sales IQ

Oracle Sales Cloud's sales prediction engine, Sales Predictor, helps sales reps answer critical sales questions:

- Which products should be offered to a customer?
- Who are the customers buying products?
- What are the reasons a product is being bought?

Sales Predictor provides the right answers to these questions. Utilizing a combination of data mining, segmentation, prediction and business rules, Sales Predictor offers product recommendations that have a higher likelihood of being converted to a win.

**Edit Account: A. C. Networks: Overview** Actions Save Save and Close

Type	Customer	<b>Opportunities</b>	
Industry	Communications	<b>3</b> Open Opportunities (Amount \$900,160)	<b>7</b> Open Leads (1 Hot)
URL	http://www.acnetw.com	<b>3</b> Open Quotes and Orders (Amount \$7,700)	<b>0</b> Active Contracts
Address	310 Park Ave SE Ste 25 OLYMPIA, WASHINGTON 98504	<b>Products</b>	
Primary Contact	Sid Hopper	<b>5</b> Assets	<b>Top Recommendation</b> Green Servers
Contact Phone	+1 (360) 589-0121		
Contact E-Mail	sid.hopper@norepl...		
Owner	Lisa Jones		
Contacts	3		
Relationships	3		

Image 1: View top product recommendations directly on the Account Overview page.

**ORACLE CUSTOMER EXPERIENCE: SALES CLOUD**

- **Complete:** A comprehensive sales solution focused on driving performance and connecting business processes.
- **Innovative:** Productivity-driven apps offering deep customer insight with the flexibility to adapt and differentiate.
- **Proven:** Power global sales organizations and leverage recognized industry expertise for secure and scalable global operations.

**RELATED PRODUCTS**

- Oracle CPQ Cloud
- Oracle Marketing Cloud
- Oracle Service Cloud
- Oracle Commerce Cloud
- Oracle Incentive Compensation
- Oracle Social Network Cloud
- Oracle Transactional Business Intelligence Enterprise for CRM Cloud Service

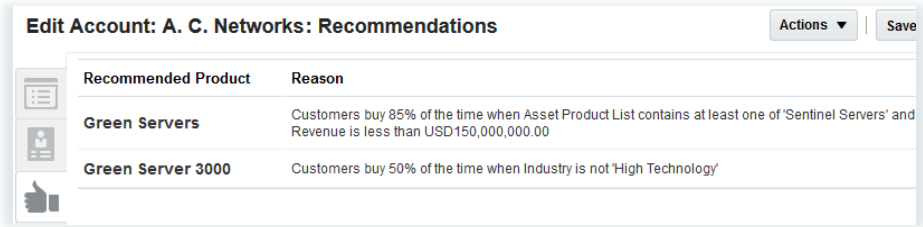


Image 2: View the full list of recommended products and reasons on the Recommendations tab.

**Analyze White Space**

White Space Analysis allows sales reps to focus on accounts with the highest revenue potential and meet quarterly sales goals. Oracle Sales Cloud's White Space Analysis report shows a breakdown of potential revenue coming from current opportunities, leads, and recommendations generated from Sales Predictor, based on similar customer purchasing patterns.

	Business Tablets	Software Manual Set	Vario 7000 Tablet	Vario 7500 Tablet	Vario 8000 Tablet	Vario 8500 Tablet
Imaging Innovatio... Total Potential: \$12,442,354	\$11,345,000	\$55,378	Rejected	\$88,896	\$885,534	\$67,546
SynergyTek Inc Total Potential: \$9,762,340	No potential \$0	Assets	\$35,224	\$9,000,000	\$681,861	\$45,255
Times Technology Total Potential: \$3,088,816	\$2,335,731	\$36,000	\$35,224	No potential \$0	\$681,861	Rejected
Star Coffee HQ Total Potential: \$2,136,323	\$566,784	\$1,500,000	\$24,304	No potential \$0	Rejected	\$45,255
4M Technologies Total Potential: \$1,472,080	No potential \$0	No potential \$0	\$1,159,800	\$312,280	No potential \$0	No potential \$0
Pacific General H... Total Potential: \$773,711	Assets	No potential \$0	\$24,304	No potential \$0	\$681,861	\$67,546

Image 3: Analyze opportunities, leads, and recommendations by customer to find white space.

**Gain Insights**

Prebuilt reports within Oracle Sales Cloud provide insights about existing customer buying patterns that help sales teams specify cross-sell and up-sell business rules and promote certain products or services.

A data profiling report also helps sales administrators find gaps in the customer data set that must be addressed before designing data-mining models.

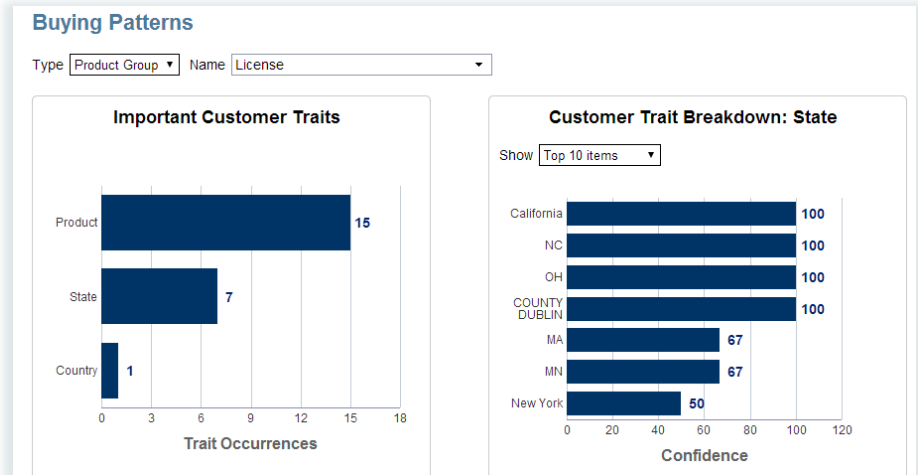


Image 4: Know and understand customer buying patterns.

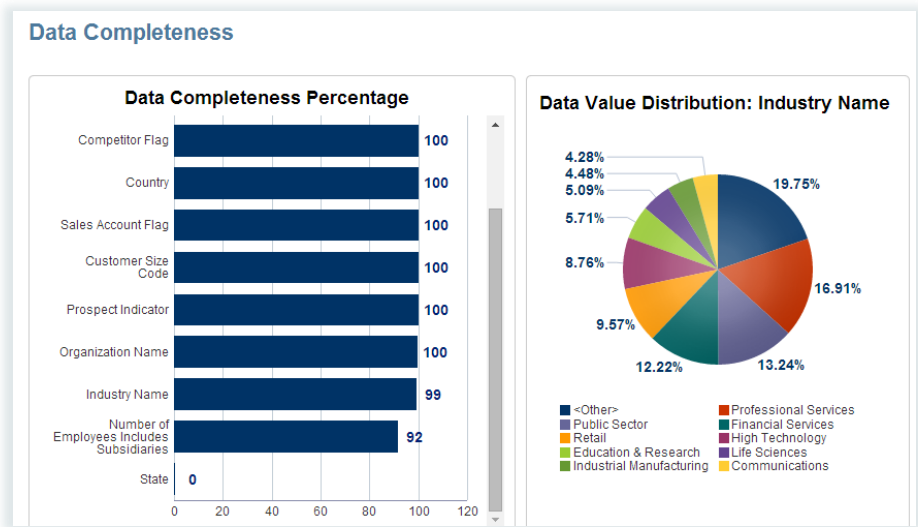


Image 5: Know which customer attributes are of good quality.

## Combine Rules and Historical Data

Generate product recommendations with little or no historical data by setting customer, industry or product-specific rules to drive the recommendation of new products. Once enough sales data has been accumulated, recommendation rules can be used to complement recommendations based on historical data.



#### CONTACT US

For more information about Oracle Sales Cloud Sales Predictor, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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